

7-1-1928

UA99/9 Southern Exponent of Business Education, Vol. XXIII, No. 2

Bowling Green Business University

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Recommended Citation

Bowling Green Business University, "UA99/9 Southern Exponent of Business Education, Vol. XXIII, No. 2" (1928). *WKU Archives Records*. Paper 2316.

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THE Southern Exponent of Business Education

Vol. XXIII

BOWLING GREEN, KENTUCKY JULY, 1928.

No. 2

Think A Minute!

Since second to religion, business is and has always been the chief interest of mankind, and since this is the greatest commercial age of all history and since our country leads the earth in business activity, does it not follow that the American youth ought to be prepared for the interest which he can hardly escape?

The youth of Naples must swim if he survives; the farmer boy must plow; the young Indian was compelled to hunt. They were born in the midst of conditions making certain activities imperative. So also the American youth is born and must live in the greatest business activity of all time. If he fails to familiarize himself with it, he is forever handicapped. Then if this be true, should he not get his business training when he is young? And if this be true, should such training not follow high school graduation? He ought of course go to college, but he may not do so. In such event, he ought to have a knowledge of business. A hundred things may deprive him of a higher education, then why should he not early get a living-earning education?

We repeat that he should prepare first for the thing he can hardly escape.

Then Where Prepare?

Since it is clear that he must make the preparation, his next problem is to determine where it is to be made.

Are there any advantages in attending one of the oldest and one of the largest and one of the most highly accredited business training schools of America?

It offers a great variety of courses—those of commercial and of college rank; it has a staff of about fifty people; is inspirational, character building, happy and encouraging. The expense here is no greater than elsewhere and the advantages are extraordinary.

You cannot escape coming in contact with business, even transacting business. Get ready to meet it wisely and skillfully that participating in it may be easy and that thrift and growth may follow.

Such preparation ought to be made where you will enjoy the process of making it—even be thrilled by it—and where you will be given money-making ability.

Ask Others.

There is hardly a town or city in the United States where our former students are not located. In some places there are hundreds of them. Ask us for the names of those near you. Then consult them about whether you will enjoy a stay here and whether you will be strengthened personally and financially by it.

OUR ATTITUDE

When you come to us, we assume you want a business education and a position; that you want a future of experiences worthy of your education and personality. We also assume that you want a delightful time while you are getting an education. You expect personal attention, comfortable surroundings, educational and vocational guidance, inspiration, pleasure and even fun.

Upon this assumption, our organization is based. The public evidently believes that our attitude toward our students is sound and sincere for the public will send us about 1,500 students during 1928.

And the business public evidently believes in both our attitude and ability since it so readily absorbs those whom we train.



Kentucky Club

A Clear Explanation

The Bowling Green Business University devotes itself to business. It is a large institution, with an annual enrollment of about fifteen hundred, and is fifty-four years old.

It owns and operates two distinct schools in the same plant, one of college rank and the other not of college rank, but both teaching business.

The school of college rank is the College of Commerce. Its work is accredited by the University of Kentucky and the standard colleges of the State accept its credits.

Three courses are offered in the College of Commerce — Teacher Training, Accounting and Secretarial. The first two are of two-year and four-year length. The Secretarial is one year in length.

All this work is done under strict college conditions which all college people so well understand.

In the school of college rank, thorough courses are offered in Bookkeeping, Shorthand, Typewriting, Salesmanship and Penmanship. No college regulations apply. Student's progress determined by close application and good intellect. Courses vary in length from a few months to one year and a half, depending largely upon what the pupil wants to do.

In one school the student is getting a college education and working toward a position; in the other, a position and a knowledge of how to do office work are his chief objectives.



Some Teachers and Students at Play

OPENINGS: *The Commercial Department, not of college rank, opens September 3, 1928, and January 2, 1929. It is not necessary for students to wait for these dates. They may enter any time.*
The College of Commerce, offering courses of college rank, opens September 17, 1928, and February 4, 1929.

87 TO GRADUATE AT UNIVERSITY HERE

Dr. Frederick Shannon To Preach Sermon at the First Baptist

PROGRAM IS PLANNED

Mrs. A. J. Clay To Direct Orchestra During the Services

(Bowling Green Times-Journal)
 The Bowling Green Business University will have probably its most interesting and spectacular commencement next week when eighty-seven of its young men and women will graduate from the College Department of the institution and on Thursday evening at the Baptist Church will receive their diplomas.

These graduates are from fifteen states and Canada. Ten of them will be given A. B. degrees in Commercial Education, representing four years of work in the Teacher Training Department. Fifty-three of them will be given the Associate in Commercial Arts. They have finished two years of work in the Teacher Training Department. Four will be granted the degree of B. S. in Commerce, representing four years of work in the Department of Accounting and Business Administration, and twenty will be given the Associate in Arts representing two years of work in this department.

Many Have Positions.
 A great many of these graduates have secured positions for the coming year and will be scattered from ocean to ocean.

On Thursday evening, Dr. Frederick Shannon, one of the greatest orators and most celebrated preachers in America will deliver the commencement address at the Baptist Church in this city. The program will be very short and quite select. There will be special music by an orchestra under the direction of Mrs. A. J. Clay.

The following are the names of the graduates:

Teacher Training Department.
 (A. B. in Commercial Education)
 John Lemley Baker, Wolfville, N. S.
 Thomas Elmer Fitz-Hugh, Diamond Springs, Ky.
 Emma Hall, Paint Lick, Ky.
 Walter Hooker, Hickory, Ky.
 Elizabeth Muller Knauth, Asheville, N. C.
 Clara Estella Matthews, Mascoutah, Ill.
 Ray Montgomery, Delaware, Ky.
 Henry Lloyd Rohrbough, Camden, W. Va.
 Laura Ellen Roney, Bethany, Ill.
 William Pleasant White, Bowling Green, Ky.
 (Associate in Commercial Arts)
 Fred Adeock, Holly Springs, N. C.

Lillian Gott Almond, Bowling Green, Ky.
 James Lindsey Ashby, Bowling Green, Ky.
 Louise Allen Bailey, Frederickton, N. B.
 Mary Ellen Beall, Warsaw, Ky.
 Nan Kirkwood Beard, Madisonville, Ky.
 Anna B. Berry, Arlington, Ky.
 Dixie Marie Brown, Hopkinsville, Ky.
 Virginia Mitchell Buchanan, Burdick, Ky.
 Curtis Burgess, Glasgow, Ky.
 Elsie Willie Carlisle, Ashbyburg, Ky.
 Muriel Arlen Clay, Hoopston, Ill.
 Malcolm Walter Clower, Biloxi, Miss.
 Byron Marvin Craig, Bowling Green, Ky.
 Pauline Davis, Booneville, Miss.
 Mildred Reed DuVal, Gladstone, Va.
 Mary Marguerite Eddy, Morgantown, W. Va.
 Ora Lee Evans, Bowling Green, Ky.
 Mary Elizabeth Ford, Glasgow, Ky.
 Martha Jane George, Homer City, Penna.
 George Thomas Gleason, Mountville, W. Va.
 Goldie Mae Guffy, Bowling Green, Ky.
 Ezra David Heyler, Liberty, Penna.
 Katie Marie Hickman, Warren, Ark.

Mort Elizabeth Hoerth, Sturgis, Ky.
 Ella Leona Holley, Florence, Ala.
 Ruthe Thressa Hood, Evanston, Ill.
 Frances Elizabeth Hurt, Henderson, Ky.
 Esther Virginia Ingram, Carters Creek, Tenn.
 Elizabeth Atkinson Lary, Huntsville, Ala.

Oren Lewis, Humboldt, Tenn.
 Maurine Link, Portland, Tenn.
 Gertrude Blanche Little, Vanderfrift, Penna.
 Katherine Marie Luke, Philadelphia, Penna.
 Eunice Mounts, Logan, W. Va.
 Robert Elmo Morris, Pulaski, Tenn.
 Harriet Rebecca Neely, Franklin, Ky.
 Mary Cannon Nicholson, Columbia, Tenn.
 Edna Mae Pipkin, Woodburn, Ky.
 Mattie Mae Powell, Paducah, Ky.
 Dewey Powell, Holly Springs, N. C.
 Mary Lois Roach, Mayfield, Ky.
 Pearl Rogers, Beckley, W. Va.
 Daniel Waldo Seay, Nashville, Tenn.
 Maude Alma Shultz, Bowling Green, Ky.
 Virginia Le Siddens, Bowling Green, Ky.
 Edwin Smith, Monticello, Ky.
 Georgia Mae Smith, Bowling Green, Ky.
 Christy Snead, Glen Hendrix, W. Va.
 Norma Irene Solomon, Buchanan, W. Va.
 Martha Robert Williams, Chapmansboro, Tenn.
 Kate Wright, Columbia, Tenn.
 Julius Milford Wright, Portland, Tenn.

Accounting Department

(B. S. in Commerce)
 Ephraim Peyton Jones, Jackson, Miss.
 Alton B. Parker Liles, Waverly, Ky.
 William Carmi Rowlett, Martin, Tenn.
 Worth Calvin Wiley, Fayetteville, Tenn.
 (Associate in Arts)
 Wendell Everett Beals, Glasgow, Ky.
 Homer Elmer Bunnell, Jeffersonville, Ind.
 Russell Newell Cansler, Crofton, Ky.
 Reuben Dale Cooper, Taylorsville, Ky.
 Jack DeHart, Bryn City, N. C.

Lawrence Dixon, Gray, Ky.
 Glen Eikenberry, Grafton, N. D.
 Earl Evans, Jr., Canton, Miss.
 James Stephenson Fleming, Columbia, Tenn.
 Carl M. Greer, Paris, Tenn.
 Thomas Ragon Grimes, Salem, Ky.
 Edward Raymond Holley, Water Valley, Miss.
 Randolph Fleming Howorth, West Point, Miss.

George Hanan Lovelace, Barlow, Ky.
 Claude Victor McCoy, Caruthersville, Mo.
 Richard Maxon Price, Barlow, Ky.
 John Lee Van Norman, Lake Charles, La.
 Ruth O'Steen, Meridian, Miss.
 James Serman Walters, Morton, Miss.
 Thomas Byron Wilson, Auburn, Ky.

What Others Say

HON. ALBERT G. PORTER
 Ex-Governor of Indiana:
 If I were a young man or woman and had my choice to graduate at a normal college and stop there, or to graduate from a business college and stop there, I would take the business college.

HON. F. P. SARGENT
 Former U. S. Commissioner of Immigration:
 I warn every young man and woman to be careful, in getting an education, not to omit the most practical of all studies—the study of business.

K. E. A. Dinner

The Managers of the Bowling Green Business University gave a dinner to one hundred and thirty presidents, superintendents, principals and prominent school people of Kentucky at the Kentucky Hotel while the Kentucky Education Association was in session in Louisville in April. The President of the Business University presided and Dr. A. L. Crabb of Peabody College and Mr. Harry C. Spillman, former student of the University, now of the Remington Typewriter Company, New York, were the speakers. A male quartette of Teachers College, Bowling Green, sang.

Advanced Standing

Students entering our College of Commerce should file with us before coming here transcripts of credits they have earned elsewhere. Those who have had shorthand, bookkeeping, typewriting, etc., in a high school and wish to do advanced work here should take the matter up with us by correspondence so there will be no misunderstanding or inconvenience when they apply in person for entrance.

Sessions

The Bowling Green Business University is in session every day of the year except Saturdays, Sundays and a few holidays. College students are subject to general college regulations, but the students of the commercial or diploma department may enter any time, advance as rapidly as they may and are not subject to college restrictions.

Change!

Even twenty years ago she did not ride to work in an automobile and thirty years ago she did not have work to do outside of her own home or the classroom. If one of the present-day business girls, hair and dresses both short, in her high-powered car, could have ridden along the thoroughfare of any town or city of America thirty years ago, horses and humanity would have stampeded. Then a girl who ventured to take a business course was thelinger of being misunderstood and in the estimation of most people, high or low, subjected herself not only to gossip, but to pitfalls of an alluring kind.

What a change! Now there is a national organization of Business and Professional Women of 45,000 members including editors, stenographers, doctors, lawyers, bookkeepers, bankers, merchants, manufacturers, teachers, executives, nurses and all kinds of workers!

Some of you who read this may have attended a business college in other years, lavishing as much as three months upon your training. And some of you may have secured positions. But what did your employer get? A fairly good excuse of a stenographer or bookkeeper, but your willingness to work and physical strength made up for what you lacked in skill. Young people can become just as good stenographers or bookkeepers now in three months as they did thirty years ago, but there is no employment for such persons. Salaries are about four times as much as they were then, but demands are more than four times as great. Unless a student takes a thorough course in a good school, she had better not take any.

One is not preparing for a position of thirty years ago, but for the greatest day of business the world has yet known and should make the preparation in a school that has kept up with the rapid march.

Commercial Secretarial
Dixie ClubCollege Freshmen
Special Shorthand

Good Positions

Good positions for the graduates of the Bowling Green Business University have always been secured.

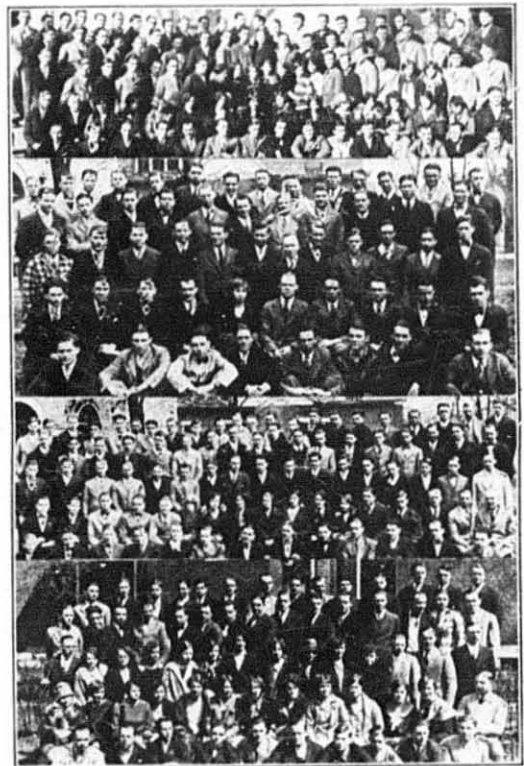
They must have been well placed or the institution would not have succeeded.

No business school offers any better courses, or gives more thorough training or takes more personal interest in its students, or is any better equipped, or enjoys better accredited relations, or places its graduates more advantageously.

You Will Like It Here

Not simply because strong courses are well taught; not because of large, comfortable buildings well equipped; not because Bowling Green is one of the prettiest and most cultured American cities; not only because you will be working constantly toward a good income and rich experience; not because of all these things will you like it most, but because of the charming spirit of the institution and its surroundings. Spirit is the most precious thing in the world. Without it even God's masterpieces are dead; with it the most insignificant things may be made alive.

It is here, and students feel it almost from the moment they enter school, and so strong does its attraction become that most of them are sorry when they must leave Bowling Green. Inspiration, interest, sympathy, good will, helpfulness, encouragement, pleasure, democracy, all are here—here in high quality and this character-building spirit has been growing richer through teachers, managers, students and former students until it is recognized even by strangers as the dominant factor of the school. Spirit is life; therefore, there is life here and who does not love life?

Mississippi Club
Commercial CourseLife Endowment Course
Special Penmanship

NOT NEW—Business Courses—Thorough, practical and inexpensive. Not of college rank. Lead to mental development, culture, skill and a position.

NEW—Business Courses of College rank, accredited by University of Kentucky. See announcement of semester openings. Lead to mental development, culture, skill, college credits and a position.

Edward Dixon is Winner of \$10 Prize, Gold Medal

James Chambliss Given Certificate of Merit By
Pentagon Club

ADDRESS AT CHAPEL

(From Times-Journal)

This has been a full day at the Business University. At chapel this morning, Edward Dixon, a student, was presented with a \$10 check and a gold medal by the Southwestern Publishing Company which he made by working out new set of books issued by that company. Mr. Dixon was called to the rostrum without any knowledge of why he was wanted and the presentation made. The work was not done in a contest nor did he expect it to receive this recognition.

James Chambliss, of Mississippi, was given a certificate of merit by the Pentagon Club of which he is a member. This distinction came on account of his superiority in scholarship, attitude and all that goes to make a good student. A very close competitor of this high honor was James Ashby of this city.

Following these two interesting features of the program, Clyde C. Coulter, a student of the Business University in 1915, but now Field Secretary for the Mission to Lepers, delivered an address and it was one of the most thrilling addresses that has been heard by the student body since Mr. Coulter was here three years ago. He recently returned from a trip to the Orient. There he visited all of the great leper colonies. Mr. Coulter is a native of Mayfield, Ky., but now he is in New York City. He impressed those who heard him not only with the bigness and importance of his task but with the great neglect that the public has heretofore shown to it and those who heard him felt individual responsibility to meet the opportunity that is now a world challenge to the people of earth who believe in reducing suffering and saving human life.

DR. ADAMS TO GIVE SERMON TO B. U. HERE

Graduates to Hear State College Head in Their Baccalaureate

M. E. CHURCH IS PLACE

(From Park City Daily News)

Eighty graduates of the College of Commerce of the Bowling Green Business University will hear Dr. M. B. Adams deliver the baccalaureate sermon at the State Street Methodist Church at eleven o'clock next Sunday morning.

This group, which is made up of residents of about twenty states, is composed of only those students who have taken work under college regulations.

Dr. Adams is one of Kentucky's most distinguished men and as president of Georgetown College has made an enviable mark in the educational world.

An orchestra under the direction of Mrs. A. J. Clay and the choir of the church will furnish special music for the occasion.

Following is the complete program for the service:

March—"Onward Christian Soldiers"—Orchestra.
Invocation.
Orchestra, "Romanza"—Eversole.
Announcements.
Offertory, "Offertoire in B Flat"—Read.
Scripture Reading.
Quartet, "Great is the Lord"—Lohr.
Sermon—Dr. M. B. Adams.
Benediction.
Organ Postlude, "Postlude in D Minor"—Silver.

Congratulations to Three Successful Country Boys In a Great City

Cleveland, Ohio.

Dear Mr. Harman:

You will be interested in knowing something about two of your former students, two Washington County boys, my brother Beverly, and Raymond Thompson.

Beverly is connected with the J. L. Hunting Construction Company, and has for the short time he has been with them gone beyond expectation. He is a hard-working, conscientious boy and is well liked by his superiors.

I placed Raymond Thompson in the Accounting Department of our service station last April. He seems well pleased and his work has proven entirely satisfactory.

This speaks well for our Washington County, Kentucky, farmer boys who have chosen other fields than following the old mule up and down the corn rows. This also speaks well for the boys' training received when at our school.

M. G. LEACHMAN.

Second Generation

In the next issue of the Exponent we want to carry full information about our former students who have sent a son or daughter to us. This will be interesting to all of us. If we can get the pictures of former students who are now or who have been our patrons, we shall display them attractively. In this issue we show in the group, the pictures of Mr. C. W. Lamb, Marion, Kentucky, and his daughter, Miss Loyce, both of whom are successful. These pictures were merely inserted in the group. In the next issue they will be shown separately as will all other pictures of the second generation group and their parents.

Hopkins County Bank, Madisonville, Ky., July 20, 1928.
Dear Mr. Harman:
I am still as much in love with the "dear old school" and try to send every one there I can.
I hope to go to Bowling Green this summer. Please remember me to the teachers who were there when I was. I can hardly realize I have been a banker eight years

the first of August, but it is true.

Sincerely,
VERA M. CATES.

The Following Are the Major Courses Offered:

Shorthand
Bookkeeping
Accounting
Business Administration
Teacher Training
Secretarial
With Them Are Given:
Typewriting Psychology
Economics Finance
Penmanship English
Commercial Law
Salesmanship
Business Correspondence
Mathematics
Economic Geography
English Literature
Advertising Sociology
Transportation Civics
Banking

Visitors

Persons who have never attended the Bowling Green Business University or have never been in personal contact with it, may not visualize its size. Fifteen hundred students in one year make a large institution. Not only do they make a large school, but a spirited, interesting, inspirational school.

In summer time, former students visit us from nearly everywhere. Beginning about the middle of May and continuing until the middle of September, they come to meet each other, to see teachers whom they love, to again become a part of the life they enjoyed while students here. They come on their bridal trips, they come to show their new cars and their evidences of prosperity. They come with interesting stories of their achievements. How glad we are to see them! How sorry we are that we can't give up our work and vacation with them! They are always welcome. They are the ones who are increasing our enrollment each year.

Salaries

These figures represent the salaries of teachers recently placed by us. They are placed separate and apart from the names, so neither the teacher nor employer may object to the publishing of what they may prefer to remain private matter. The larger sums mean per year and the small sums per month.

| | | | | |
|--------|------|------|--------------|------------|
| \$1250 | 140 | 1500 | 1260 | 125 |
| 1700 | 186 | 125 | 1800 | 155 |
| 1260 | 140 | 1350 | 1500 | 100 |
| 1300 | 125 | 100 | 1000 | 150 |
| 1200 | 1250 | 1620 | and expenses | 150 |
| 1200 | 120 | 1080 | 1485 | 150 |
| 1475 | 2700 | 1440 | 1490 | 125 |
| 1550 | 165 | 1200 | 1300 | 160 |
| 180 | 1475 | 2200 | 1300 | 1350 |
| 1600 | 150 | 1200 | 1000 | 1485 |
| 1500 | 1500 | 120 | 1700 | 1500 |
| 1500 | 1350 | 1800 | 1000 | 150 |
| 1200 | 150 | 125 | 1500 | 1125 |
| 1350 | 1800 | 125 | 125 | 1800 |
| 1770 | 1350 | 1732 | 1350 | 1800 |
| 1200 | 140 | 165 | 1300 | 125 |
| 1125 | 1200 | 1200 | 110 | and living |
| 1350 | 125 | 1250 | 150 | expenses |
| 1440 | 1250 | 1125 | 110 | 80 |
| 120 | 1320 | 1200 | 100 | per mo. |
| 1350 | 1650 | 1300 | and living | 2100 |
| 1170 | 110 | 1980 | expenses | 1800 |
| 1350 | 1320 | 1200 | 1440 | |
| 130 | 1860 | 1610 | 1722 | |
| 135 | 140 | 1938 | 172 | |

Big Four Winners, 1923

Parade On the Screen

Second Generation

James Chambliss,
Laurel, Miss.Bailey Layman,
Leitchfield, Ky.J. B. Michel,
Alexandria, La.

The annual parade preceding the debate between the Corecos and Big 4 has grown in such magnitude and beauty that one of the large picture producing companies sent at its own expense its operators to Bowling Green on May 11 and made a film which is to be exhibited in one hundred and forty moving picture theatres.

If friends and former students of the Business University are near playhouses operated by Sudekim, they should watch for the parade feature. It is wonderfully attractive. Three or four of the largest producers have signified their intention to film the parade next year.



One parent, C. W. Lamb, Marion, Ky., is second from right top row

Big 4 Wins Annual Debate Over Corecos

NEGATIVE TEAM
WINS DECISION
MONDAY NIGHT

Demonstration By Green
and White At Chapel
This Morning

CUPS ARE PRESENTED

Max B. Nahm Presides At
Annual Debate At
Denhardt Hall

(Park City Daily News)
The Green and White of Big Four triumphed again for the fourth consecutive time to give them a majority of eleven victories, in the twenty-first annual debate between them and the Coreco debating society of the Bowling Green Business University, at Denhardt Hall Monday night before one of the largest audiences ever to attend a forensic contest here.

Taking the negative side of the question, "Resolved: That the McNary-Haugen farm relief bill, Senate No. 1176, now pending in Congress, should be enacted into law," the Big Four debaters won an unanimous decision. Members of the victorious team were J. F. Chambliss of Laurel, Miss.; J. B. Michel, of Alexandria, La.; and Bailey Layman, of Leitchfield, Ky., who was also a member of last year's victorious team. The Coreco society was represented by Curtis Burges, of Glasgow, Ky.; Byron Craig, of Bowling Green, and Miss Julia Taylor, of Mac's Lick, Ky., who was awarded the individual cup for the best debater.

Max B. Nahm Presides.
Max B. Nahm, local capitalist and business man, presided as chairman. The judges in the debate were Dr. Roberts and Dr. Worth, both members of the faculty of Peabody College at Nash-

ville, and Guy Whitehead, assistant superintendent of city schools at Louisville. Judges in the award of the individual cup were Sterrett Cuthbertson, vice president of the Bowling Green Trust Company; Roy G. Cooksey, cashier of the American National Bank, and L. B. Finn, local attorney.

The trophy, which was donated several years ago by Mr. Nahm, became the property of the Big Four Society for another year, and the individual cup, also donated by Mr. Nahm, became the permanent property of Miss Taylor.

The cups were presented to the winning team and to Miss Taylor by Mr. Nahm at the regular chapel hour of Bowling Green Business University this morning. The team was also presented. Speeches were made, courtesies and congratulations were exchanged by the rival societies, and cheers rent the air during the program.

Gerard Makes Talk.

Following the chapel hour the green and white flag of the Big Four society was raised on the Business University flagpole where it will remain for another week.

E. A. Gerard, who has charge of the annual selection of judges, explained from the chapel rostrum this morning, the method used in selecting the judges. He stated that two or three weeks prior to the debate that officials of the Business University furnish him with a list of twelve or fifteen names, all acceptable as judges. From this list he selects three men, whose identity are not revealed until the night of the debate.

How To Reduce Expenses Here

If you do not have as much money as you think necessary to carry you through a course in the Bowling Green Business University, you may get something to do here to make a part of your expenses. We urgently recommend the following:

First: Use money you or your parents have already saved. If this is not possible—

Second: Borrow. If you can not get enough from one person, get small amounts from each of several persons. You can pay it back from a good salary after graduating from this institution more easily and quickly than you can save it before graduating and from a small salary. The interest won't be much—

Third: If you can't borrow or do not want to borrow, get as much money together as possible and bring it with you and then by getting a little from home from time to time and by working here at some job we may secure for you, your expenses can be met without hardship or worry.

Do not come unless you have SOME money.

Thousand Line Streets to
Watch the B. U. ParadeGORGEOUS CARS
AND FLOATS IN
BIG PROCESSION

Mayor Hines and Board
Public Works Lead
Annual Affair

CORECOS TAKE LEAD

(Times-Journal)

The Coreco-Big Four parade, an extravaganza of gorgeous floats, beautiful girls and charming ensembles, was watched by thousands of persons who lined the pavements along the line of march this afternoon. The sun broke through cloudy skies shortly before noon today, and a soft May sunshine bathed the colorful floats in a profusion of glory, adding to the enchantment of the procession.

According to the custom of former years, the Corecos led the

parade this year, as the Big Four had that honor last year. The parade was headed by the 149th Infantry Band, followed by Mayor A. S. Hines and the Board of Public Works, and then the ornately decorated cars and floats—first the orange and black of the Corecos and then the Green and White of Big Fours.

Beautifully decorated cars, horse-back riders, clowns, clever take-off on the rival societies in pantomime, and other representative features, too numerous to mention, added to the attraction of the parade. The Big Four formed on Center street with the head of the line at Tenth street. The Coreco's line formed on Kentucky street with the head of the line toward Twelfth.

Corecos marched across Twelfth and down Center, giving the Big Fours an opportunity to see their floats. The Big Fours then fell in line and the big parade was on.

The line of march was up Main to College, up College to Thirtieth, across Thirtieth to State, down State to Square, around the Square and back up College to Thirtieth where the Corecos stopped against the right side of the street, holding their line intact while the Big Fours passed by. The Big Fours disbanded on Center street, and the Corecos disbanded on College.

Annual Banquet At University

(Times-Journal)

The Annual Alumni Banquet of the Business University was held in the dining room of the State Street Methodist Church, Wednesday evening, beginning at 6:30, the dinner being served by the ladies of the church. The dining room was beautifully decorated. The center of attraction was a large aeroplane built on the stage and covered with flowers. This was emblematic of the theme of the program which was aviation. The four graduates who delivered toasts did so from the cockpit of the machine. Mrs. Pitt sang a charming aviation song. While she was giving an encore, her husband, in black-face, came in to look over the machine. While doing this, he caught the inspiration of his wife's song and joined in with her.

Dr. H. B. Cross, pastor of the First Baptist Church, seemed happy himself and made all others happy while delivering his toast, the subject being "We." About two hundred plates were spread and there was a number of invited guests.

The following is the program: The Starter—J. L. Harman. The Plot—Elizabeth Leary. The Plane—Alton B. Parker Liles.

Vocal Solo—Mrs. H. Ray Pitt. The Field—Raymond Holley. The Flight—Mrs. Lois Roach. Violin Trio—Claude Diehl, Muriel Clay, Floyd Cooper. "We"—Dr. Herbert B. Cross, pastor First Baptist Church. Music—B. G. B. U. Orchestra.

These People Can Tell You

If you wish to check on the size, accreditation and general standing of the Bowling Green Business University write any of the following prominent persons:

Dr. H. H. Cherry, Pres., State Teachers College.
Mr. T. C. Cherry, Supt., City Schools.
Gen. H. H. Denhardt, Ex-Lieut. Governor.
Citizens National Bank.
American National Bank.
All of Bowling Green, Ky.

Dr. Frank L. McVey, Pres., Dr. W. S. Taylor, Dean, Mr. Ezra Gillis, Registrar, University of Kentucky, Lexington, Ky.

Dr. George Colvin, Ex-State Superintendent, now Pres. University of Louisville.
Dr. McHenry Rhoades, Ex-State Superintendent, Lexington, Ky.
Mr. W. C. Bell, State Superintendent, Frankfort, Ky.
Mrs. Emma Guy Cromwell, State Treasurer, Frankfort, Ky.
Mr. J. Virgil Chapman, Rural School Supervisor, Frankfort.
Mr. V. O. Gilvert, Ex-State Supt.
Mr. Arch B. Davis, Vice-Pres., Citizens-Union Natl. Bank.
Mr. A. C. DuBois, Pres., Franklin Investment Co., W. P. Kincheloe, Mgr., Federal Reserve Bank.
Dr. A. T. McCormack, Sec'y., State Board of Health, All of Louisville, Ky.

HON. LYMAN J. GAGE,

Ex-Secretary of the Treasury:
Business colleges are technical schools, and approximate actual life closer than universities. They train the youth so that he can step directly from them into a paying position.

A Fact: 1200 Students Here 1927.
A Guess: 1500 Will Be Here 1928.
They Are Taught How to Make a Living.



Prof. A. W. Mell



Fifty-four years ago, Prof. A. W. Mell established an institution which is now the Bowling Green Business University. Thousands of his former students will view with pleasant thoughts of other days the picture above, taken here in Bowling Green recently, where Mr. Mell lives and enjoys keenly all that takes place around him. He taught here such men as Hon. Cordell Hull, late a candidate for President of the U. S.; the late Edwin L. Norris, once Governor of Montana; the late Tom F. McBeath of the South; Dr. L. P. McQuiston, one of the leading surgeons of Texas; Mark McBeath, lawyer, capitalist and head of the Mississippi road system, Meridian, Mississippi; Judge Basil Richardson, Glasgow, Kentucky; T. C. Cherry, Superintendent of City Schools, Bowling Green, Kentucky; H. H. Cherry, President, Teachers' College, Bowling Green, Kentucky; the late Joseph S. Dickey, President of Bowling Green Business University; R. B. Neighbor, lawyer, Texas; H. C. Snoddy, civil engineer, Houston, Texas; F. P. Stum, bank president, Madisonville, Kentucky; Thomas Dickerson, banker, Glasgow, Kentucky, and hundreds of others of worth and distinction.



Basket Ball Team

By raising standards and meeting requirements, the College of Commerce of the Bowling Green Business University is a four-year college and credits earned here are accepted by standard Kentucky colleges. We have kept within the field of business. No conflict or competition with colleges in other fields.

CURBING THE PROMOTER

By B. F. Williams

A quarter of a century ago it was quite the thing for the imaginative schoolmaster with the ability to write a little, talk bookkeeping learnedly, and do a few stunts in rapid calculations to establish a string of private business schools across the country milking the local territory, selling the school to a sucker, and moving on to other promising fields.

Most of the old-timers who have stuck to the straight and narrow have begun to feel that this sort of exploitation has had its day, but it seems that in certain sections of the country the thing is again getting a footing. It is utterly ridiculous for a Chamber of Commerce or a Commercial Club in a town of five or ten thousand people to encourage some half-baked, irresponsible, unreliable school man to start a school or a branch school with the expectation of building up an institution in which the community may take pride. It just can't be done.

We have had the privilege recently of advising two or three commercial organizations to have nothing to do with promoters who are setting out to establish fly-by-night schools.

The fact of the business is there are more private commercial schools now than the country needs. A lot of them have not improved in thirty-five years because their patronage doesn't pay them enough to give them a surplus out of which to build. It is questionable whether there is any community in the United States in which there is a real demand for another business school—and anybody with a modicum of intelligence ought to know that there isn't much use in providing supply where demand is lacking.

The worst thing about the activities of these irresponsible promoters is the harm they do to reputable institutions. They bring discredit upon business education and make the work of every other school unnecessarily difficult.

Board and Books

If you decide to enter this institution, don't worry about how you may select a boarding home. Simply write us a note stating on what train you will arrive in Bowling Green. We shall meet you and take you to desirable rooming houses until you find one that suits you. Our car and our organization will be at your disposal until you are comfortably housed.

All the books you may need are on sale in our own bookstore. However, you might bring along any business texts you may have.

**College of Commerce
Opens September
17, 1928
and February
4, 1929**

**Commercial Department
Opens September
3, 1928 and
January 2, 1929
Students May Enter At
Any Time**

E. H. Read



A few years ago Harry Read came over from Scottsville, Kentucky, to Bowling Green for a business course. Since completing that, he has grown steadily in the typewriter business. Recently he had charge of several states of the Southwest for the Woodstock Typewriter Company with headquarters in Los Angeles. A year ago he was transferred to the South and his headquarters are in Atlanta. Many states are under his direction. In his growth, he has not lost interest in his old home town and his old school.

Ask For Publications

We have for free distribution full descriptive matter of the Bowling Green Business University and shall gladly mail it to any person interested. Select from the following list what you think would come most nearly describing what is of most interest to you and request it by mail.

1. Commercial Catalog.
2. College Catalog.
3. Teacher Training Bulletin.
4. Accounting Bulletin.
6. Rate Sheet.
5. Summer School Bulletin.
7. Circular for High School Graduates.
8. Home Study Courses.

Address: Bowling Green Business University, Bowling Green, Kentucky.

Varda Smith

Water Valley, Mississippi.



In a long series of spelling matches promoting among the students of the Business University, Mr. Smith won the honor of being the best individual seller.

Former Students Attend Debate

(Daily News)

P. H. Sellers and L. C. Dodson, of Columbia, Tenn., who recently operated a business college at Jamestown, N. Y., arrived in the city today to attend the annual debate at Denhardt Hall Armory tonight between the Big Four and Coreo literary societies of the Bowling Green Business University.

These were once students of the Business University, and for two years Mr. Sellers was a member of the debating team of the Big Four Society.



B. U. Orchestra

BRIEF

The Bowling Green Business University and the College of Commerce are business schools under the same management.

The Business University was established fifty-four years ago. It offers short and long courses in Bookkeeping, Shorthand, Typewriting, Salesmanship, Penmanship, Accounting, Business Correspondence, Banking, Commercial Law, Rapid Calculation, etc. No entrance requirements.

The College of Commerce was established by and is under the management of the Bowling Green Business University. It offers courses of college rank in Commercial Teacher Training, Accounting, Secretarial Training, etc. Its work is accredited by the University of Kentucky.

Correspondence Study Department

Correspondence Study offered covering practically every subject taught in the residence school.

Students unable to meet college requirements will receive special training in the Correspondence Study Department covering all of the required subjects.

Select courses of college rank, including courses beyond the curriculum now given in the schools are offered.

If you are employed and cannot enter the Business University now you can earn high school credits at home while you are working and thereby greatly shorten the length of time to complete the course when you do enter this institution.

This should appeal to former students of the Business University who want to further pursue their work and who cannot give up their present positions to come to Bowling Green.

Charges very reasonable. Write for rates and synopsis of courses. Address

BOWLING GREEN BUSINESS UNIVERSITY
Bowling Green, Kentucky.



STUDENTS 1927

Get a Business Education

The wise person who contemplates taking a course in a highly organized school or business has two objectives:

First: Obtaining a business education. That is, a knowledge of business and skill enough to do business.

Second: Securing a position. That is, an opportunity to grow and a good income along with it.

He or she who attempts to live during a period and in a country of unprecedented business activity without a thorough understanding of how commerce is conducted will feel the handicap.

All young people ought to know how to manage their own business in a tried and systematic way. Business principles may be applied to church affairs or to small estates as well as to great corporations. We teach our pupils how to manage that which is theirs and no one can learn the management of what he has without learning how to manage for someone else. There are those who want a knowledge of business, but want no position. They can get courses here to suit their desires. We teach business.

There are those who must have a position. Surely our students get them else we would not have a 1928 enrollment of 1,500 day students.

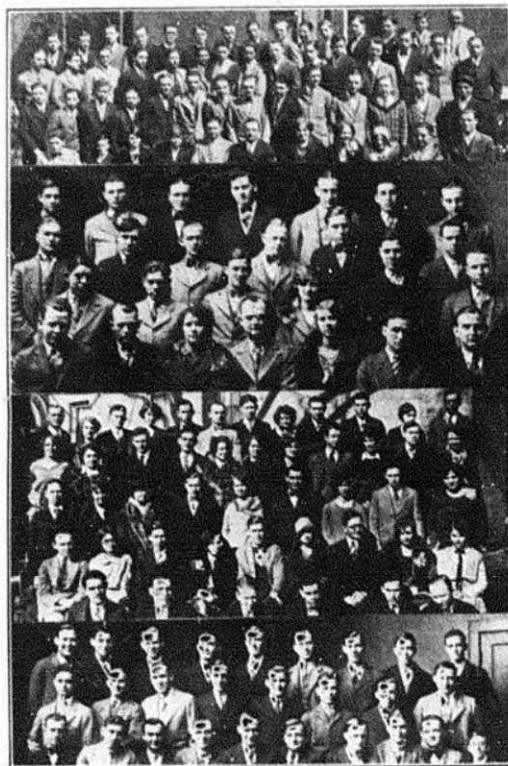
The Young Needed

Big business men prefer young people of high school and college age. They are young enough to be teachable and old enough to carry responsibility. They are ambitious, strong of body and have a long expectancy of service. Business needs young people. Millions go into it yearly. If they did not, it would stop. Some of the eighteen to twenty-five year old men and women who are going in today will be the bosses, superintendents, secretaries, managers, directors or presidents a few years hence.

Set down the names of the "captains of industry" of this day, or the names of the prominent and successful people of your own community, and then trace these people back a few years and you will find they entered business while they were comparatively young and most of them had made preparation for the entrance.

Now both young men and young women are wanted and both have an opportunity to grow to the top or at least toward the top.

The more preparation you have, the greater your opportunity and the higher your income.



Special Penmanship
Tennessee Club

Mercantile and Banking
Pentagon Club

ANDREW CARNEGIE, Steel King and Philanthropist:

I advise young men and women to save the most precious years of their lives by securing a business education, that they may go forth fully equipped early in life.

HON. W. T. HARRIS,

Ex-Commissioner of Education:

Without a thorough and practical commercial education, a business man is like a ship at sea without a compass or rudder.

E. H. HARRIMAN,

America's Greatest Railroad Magnate:

I know of no training that costs so little and pays so much as a business college course.

JOHN WANNAMAKER,

Founder of America's Greatest Department Store:

In these days the young man or woman without business training stands little chance. A great, grand work is being done by the business colleges.



College Secretarial
Tri-State Club

Big Sandy Valley Club
Tripple I Club

They Take Rank

C. W. Rhoads, Director of Commercial Department of Centenary College, Shreveport, was last year President of the North Louisiana Commercial Teachers Association; W. D. Parsons, of Miss Lynn's School, was Vice President; and Miss Alice Louise Smith of the Commercial Department of Ouachita High School was Secretary. All these were once students of the Bowling Green Business University.

to develop both themselves and a business in which to work—a double task. Now business is already developed and is seeking help, so they have to develop themselves—a single task.

JOHN D. ROCKEFELLER, World's Richest Man:

I believe that every young man and woman who wants to succeed in business should do as I did—take a course at a commercial college.

SOME OF OUR

Following are the names of young people whom our organization placed last year to prevent embarrassment to employer or employee. Figures are not listed to cost

| Name | Address | Name | Address |
|--|---------|--|---------|
| Leonora Brown, Mankato, Minn. | | Mildred Ruth Hunt, Mt. Pleasant, Tenn. | |
| Neil Hicks, Paducah, Ky. | | Morton Weldy, Franklin, La. | |
| Helen Hoffa, Laurel, Md. | | Tom T. McCowan, Kilarney, W. Va. | |
| Marion Mitchell, Franklin, Penna. | | Willie Belle McCarthy, Pikeville, Ky. | |
| Mary Armstrong, Fresno, Calif. | | Annie Wiley, Portsmouth, Va. | |
| Carroll James, Charleston, S. C. | | L. S. Sarbo, Troy, N. Y. | |
| Myrta Thurman, Florence, Ala. | | Helen Roberts, Pensacola, Fla. | |
| Gottlieb Morris, Jena, Ky. | | Ruth Harris, Holden, W. Va. | |
| Homer Holmes, Logan, W. Va. | | Marie Vaughan, Atoka, Okla. | |
| R. F. Hawley, Madisonville, Ky. | | Margaret Snell, Barboursville, Ohio. | |
| Everett Gibbs, Middleboro, Ky. | | Mabel Allen, Kemptville, Va. | |
| Elizabeth Bradshaw, Chambersburg, Penna. | | J. L. Baker, Atlantic City, N. J. | |
| LaRue Frye, Chambersburg, Penna. | | Edwin Johnson, Jenkins, Ky. | |
| Martha Grace, Chambersburg, Penna. | | Lawrence Duncan, Lynch, Ky. | |
| J. L. Burd, Nashville, W. Va. | | J. P. Willoughby, Elkhridge, W. Va. | |
| Amanda Jordan, Fairmont, W. Va. | | Lloyd Amburger, Sioux Falls, S. D. | |
| Ray Buckleberry, Twin Branch, W. Va. | | Thelma Shannon, Knoxville, Tenn. | |
| Garland Ammons, Williamson, W. Va. | | Arthur Green, Norphlet, Ark. | |
| Martha Goshy, Asheville, W. Va. | | Maurine Sager, Pine Bluff, Ark. | |
| H. A. Williams, Monongah, W. Va. | | Pauline Patterson, Wilmington, N. C. | |
| Charles Manley, Tyne, Penna. | | Nola Rector, Conneaut, Ohio. | |
| J. L. Blair, Wheelwright, Ky. | | Margaret Weldy, Williamsport, Penna. | |
| Mattie Loe Wiley, Newark, N. Y. | | Betta Kucken-Jah, Hazard, Ky. | |
| Imogene Walker, Fort Thomas, Ky. | | Pluma Dell Keene, Tibbodaux, La. | |
| Fred Adcock, Elkhridge, Md. | | Mrs. Austin Nichols, Johnson City, Tenn. | |
| Averetta Baird, Oil City, Penna. | | Mrs. Gay Samuels, Eufaula, Okla. | |
| Lucille Jenner, Oil City, Penna. | | J. D. Tucker, Cocoa, Fla. | |
| Albert Wright, Logan, W. Va. | | Margaret Sturgeon, Indiana, Penna. | |
| Myrtle Engle, Georgetown, S. C. | | Elmer Jacobson, Tarboro, N. C. | |
| C. Raymond Dwyer, Jacksonville, Fla. | | Bessie Brown, Beaumont, Texas. | |
| Corinne Thompson, Houston, Miss. | | Mrs. Stella Alverson, Okla. Fla. | |
| Wayne Gambill, Union, W. Va. | | H. E. Stone, Belvidere, Ill. | |
| Robert T. Argo, Wheelwright, Ky. | | Mrs. Ruby Bagnoud, Bark Bay, Va. | |
| John Angelo, Jeannette, Penna. | | Ernest Faulkner, Coalwood, W. Va. | |
| Vista Travis, Hyattsville, Md. | | Helen Russell, Okla. Fla. | |
| Lucille Walter, Friars Point, Miss. | | Clara Johnson, New Kensington, Penna. | |
| Evelyn O'Neal, Lettsville, Ky. | | Isabel Sparks, Richmond, Ky. | |
| Beatrice Dushman, Altoona, Penna. | | A. G. Flanagan, Richards, Ky. | |
| Della Christian, Orlando, Fla. | | Riddle Burke, Chattanooga, Tenn. | |
| A. J. Barnett, Montgomery, Ala. | | Alma Matreum, Williamson, W. Va. | |
| Mildred Allen, Tusculum, Ala. | | George Kimmel, Lancaster, Penna. | |
| Mrs. Etta B. Williams, Eupora, Miss. | | Nellie Pardus, Parsons, W. Va. | |
| Mary Hill, Owensboro, Ky. | | A. B. Van Cleave, Starkville, Miss. | |
| Mary Beale, Harlan, Ky. | | Eric Moore, Seely, Ky. | |
| Ollie Pedigo, Edgerton, W. Va. | | T. M. Rogers, Marytown, W. Va. | |
| Lucille Keller, Raleigh, N. C. | | Floy King, Mobile, Ala. | |
| Bailey D. Morrow, Hazard, Ky. | | Winnetta Parkman, Canton, Miss. | |
| Mary Edwin Jago, Williamson, W. Va. | | Annie H. Thompson, Collinsville, Okla. | |
| Anna Monin, Pigeon, Fla. | | Josephine Shaw, Frostburg, Md. | |
| Alice Cox, Waverly, Va. | | Mary Meacham, Sedalia, Mo. | |
| Rebekah Nichols, Sherkshiny, Penna. | | Kathleen Yocke, Hopewell, Va. | |
| C. C. Greene, Lackey, Ky. | | Kathleen Diamond, Marytown, W. Va. | |
| Talmadge B. Speck, Sharon, W. Va. | | Hardin Head, Kankakee, Ill. | |
| Louise Cherry, Shelbyville, Tenn. | | Vannie Morrow, Abbeville, S. C. | |
| J. B. Matheny, Blue Diamond, Ky. | | Julian McWhorter, Quitman, Miss. | |
| Hettie Snider, Tampa, Fla. | | Pearl Thompson, Williamson, W. Va. | |

RECENTLY PLACED

present addresses are. Write to them about us. Salaries are listed separately

| Name | Address | Name | Address |
|---------------------------------------|---------|---|---------|
| win Potter, Clinton, Mo. | | J. L. Waggoner, Shelbyville, Ky. | |
| A. Norris, Lexington, Tenn. | | Ray Montgomery, Des Moines, Ia. | |
| bert L. Douglas, Spragg, W. Va. | | Walter Hooker, Lawrenceburg, Tenn. | |
| urice Pryor, Hardinsburg, Ky. | | Eugene H. Cochran, Edgerton, W. Va. | |
| ay Potts, Newellton, Louisiana. | | Virginia Buchanan, St. Matthews, S. C. | |
| uisse Coffey, Mt. Hope, W. Va. | | Byron Craig, Rome, Ga. | |
| ace Phillips, St. Louis, Mo. | | Anna Robinson, Holden, W. Va. | |
| eline Shemwell, Turtle Creek, Penna. | | R. W. Morgan, Exeter, N. H. | |
| all Coddron, Newark, N. J. | | Mrs. Kathlin Gossits, Wilmington, N. C. | |
| H. Rouse, Cawood, Ky. | | Hite Clelland, Hyppro, Ky. | |
| age Cook, Pineville, W. Va. | | A. S. Bailey, Keystone, W. Va. | |
| Elizabeth Ford, Clinton, La. | | B. F. Austin, Passaic, N. J. | |
| ura Thurman, DeFuniak Springs, Fla. | | Charles Johnson, Laurel Creek, W. Va. | |
| M. Greer, Louisville, Ky. | | Virginia Hudson, Sharples, W. Va. | |
| y Anderson, Van Lear, Ky. | | Mary Leo Barr, Brentonston, Miss. | |
| ginia Smith, Newark, Ohio. | | Lynette Weller, Edgerton, W. Va. | |
| P. Carr, Evansville, Ind. | | Ray Holland, Williamson, W. Va. | |
| bur Bennett, Wilson, Ark. | | Oren Lewis, Hardinsburg, Ky. | |
| le Baker, Turkey Knob, W. Va. | | Frances Hurt, Greenville, Ky. | |
| E. Proffitt, Evansville, Ind. | | Katie Marie Luke, Friars Point, Miss. | |
| D. Devasher, Madisonville, Ky. | | Curtis Burgess, Multvale, Penna. | |
| ray Sneed, Jacksonville, Fla. | | Russell Travis, Tribble, Ky. | |
| unne Higgins, Jacksonville, Fla. | | E. D. Cooper, Okla. Fla. | |
| ity Diamond, Stearns, Ky. | | Mabel Holgood, Mt. Hope, W. Va. | |
| lan McGlasson, Columbia, S. C. | | C. C. Beck, Huntington, W. Va. | |
| chert Ashery, Lakeland, Fla. | | Sam K. Radloff, Hyppro, Ky. | |
| Phar Gasaway, Weasaco, Texas. | | Parker Liles, Atlanta, Ga. | |
| C. Snipes, Williamson, W. Va. | | George Ryan, Toms River, N. J. | |
| is Knight, Louisville, Ky. | | Lucille Chapman, Cedarston, Ia. | |
| ay Dillion, Richmond, Ky. | | Howard King, Carthage, Miss. | |
| iph Nanny, Harvorton, Ky. | | Jessie Thomas, Newton, Miss. | |
| A. Moore, Amherst, W. Va. | | Dixie Brown, Harper Ferry, W. Va. | |
| ch Eikenberry, Wilmington, Del. | | Ella Holley, Brewster, Ia. | |
| ustine Simmons, Valley Park, Miss. | | Herbert Morris, Pikeville, Ky. | |
| Earl Bruce, Durham, N. C. | | Frances Ellis, Pikeville, Ky. | |
| Mary Evelyn Jago, Stearns, Ky. | | Lena Stamm, Morgantown, N. C. | |
| Arthur Sturgill, Hyppro, Ky. | | Kathleen Yocke, Matamoros, Penna. | |
| H. H. Bennett, Ajax, Ky. | | Goldie Shanahan, Unionville, Ind. | |
| Lane Misenheimer, Charleston, W. Va. | | Virginia Siddons, Double Springs, Ala. | |
| R. F. Hawley, Bogalusa, La. | | Lucille Campbell, Birmingham, Ala. | |
| Hughie Simpson, Hyppro, Ky. | | Amanda Gordon, Durham, N. C. | |
| Hubert Waggoner, Bowling Green, Ky. | | J. E. Ackerman, Blackwood, Va. | |
| William C. Simpson, Conneaut, Ohio. | | Edward Carrel, Jenkins, Ky. | |
| George Lovelace, Williamson, W. Va. | | J. D. Harrod, Lookout, Ky. | |
| Ava Randall, Meadville, Penna. | | Edgar Waites, Columbia, S. C. | |
| Edna Proctor, Vicksburg, Augusta, Ga. | | Elizabeth Ballantine, Belmont, N. C. | |
| Elizabeth Daman, Newark, N. J. | | Tewell Martin, Durham, N. C. | |
| Mary E. Cooper, Louisville, Ky. | | Mrs. Lois Roach, Ellwood City, Penna. | |
| Mrs. M. M. Roberts, McElhee, Ark. | | Martha Williams, Ellwood City, Penna. | |
| V. E. Lindear, Grand Rapids, Mich. | | Maxine Lusk, Durant, Miss. | |
| Sara Robinson, Louisville, Ky. | | Mildred Pickett, Fairmont, W. Va. | |
| Clara Overby, Elizabethtown, Tenn. | | Phoebe Smith, Sedalia, Mo. | |
| W. L. Hogben, Louisville, Ky. | | Elizabeth Edwards, Louisville, Ky. | |
| J. R. Bettersworth, Logan, W. Va. | | Elmer Jacobson, Raleigh, N. C. | |
| Clay Avery, Branchmont, W. Va. | | Ann Chesney, Owensboro, Ky. | |
| Mabelle Tappan, Covington, Ky. | | Ann Thompson, Marietta, Ohio. | |
| C. J. Whitner, Louisville, Ky. | | Randall Sanderford, Rainelle, W. Va. | |
| Bruce McMurtrey, Stanford, W. Va. | | | |



Big Four and Coreco Parade

Consultations

but urged to
subject. By
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reen

eco.

lookout

10. Commercial

11. Clubs—

The Pentagon (Young men)
The Collegiate (Young women)
Double A (Accounting)
Double O (Young women)
Kentucky
Tennessee
Mississippi
Triple I
Tri-State
Dixie

12. Well organized orchestra.

13. Many banquets, receptions, socials and parties.

14. Annual watermelon feast.

15. Hallowe'en festivities.

ARE WE TRYING TO KEEP UP?

Since the Southern Exponent of July, 1927, was issued, members of our organization have steadfastly held to the record they have made for many years in attending meetings of different associations interested in some form of educational work. Brief reflection will convince the reader that it requires a great deal of time, money and energy to attend the meetings listed below and it is clear that our participation in them ought to enrich the spirit of the Bowling Green Business University and improve the quality of work it does.

In November three members of our management and faculty attended the meeting of the Southern Association of Commercial Teachers at Asheville, North

Carolina. The same month most of our organization attended the meeting of the Third Congressional Teachers' Association at Bowling Green. In December two of our managers attended the Kentucky Superintendents' Meeting at Frankfort. In December three of our members attended the meeting of the National Federation of Commercial Teachers at Kansas City. In February one of our managers attended a meeting of the Board of Governors of the National Association of Accredited Commercial Schools, Chicago. The same month two of our staff attended the National Education Association at Boston. In March one of our managers attended a meeting of the National Association

of Commercial Teachers, Iowa City. In April one of our managers attended the Alabama Education Association, Birmingham, and appeared three times on the program. The same month another manager was on the program of the Mississippi Education Association, Biloxi, and two of our staff attended a meeting of the colleges of Kentucky at Lexington. In April members of our organization attended the Kentucky Education Association at Louisville. In May one of our managers attended two meetings of private business school owners at Dallas, Texas, and the first of July one of our managers spoke before the National Education Association at Minneapolis.

THE WHAT AND WHY OF OUR COLLEGE ACCREDITMENT

Until recent years, commercial teachers were not trained in the art of teaching.

The rapid development of business schools and commercial departments of high schools, and the ever-growing complexities of American business made it necessary for commercial teachers to be professionally trained. To meet such a demand, the Bowling Green Business University began twenty-four years ago offering courses in commercial teacher training.

It pioneered. Neither universities, colleges, nor private schools had set examples for it to follow. Its offerings became popular. Their worth was recognized wherever business was taught. Students from as many as thirty-five states at one time came in constantly growing numbers.

They were educated and uneducated, experienced and inexperienced, young and old, from public schools, from private schools. We trained them.

The high schools were establishing commercial departments daily. These and similar departments in colleges, plus the normal demand of private business schools, furnished an increasing demand for our product.

This feature of our work became triumphant. Our early unorganized courses became systematized; standards were raised; the scholarship of our faculty improved, and through hard work along untrodden paths, backed by confidence in the value of our work and the ambition to maintain a business school that would attract the favorable attention of educational leaders, as we had for years held the good opinion of business leaders, the management of the Business University took a daring, expensive step by putting its entire teacher training program on a college basis.

This meant that teachers holding high degrees must be engaged.

It called for double room space, entrance requirements, a library, an elaborate system of student records, all of which cost more money than an average private school can afford to spend.

It was a venture. But we had made many other ventures in institutional development, which had been accepted generously by the public.

The University of Kentucky was invited to inspect us. This it did through correspondence, reports, visits by personal representatives and committees.

We asked for guidance. This we received in suggestions and demands. We met them.

Result: In June, 1922, the University of Kentucky accredited our college department as a Junior College.

In June, 1926, we were again inspected by the University of Kentucky and were accredited as a Senior College. So far as we know we are the only private business school that has such recognition.

Further result: The name of this institution is on an approved list of more than half of the education departments of the state.

A graduate of this institution may teach in such states without examination.

Further result: Commercial teachers and prospective commercial teachers have learned that we are giving a type of work that is not only inspirational and professional, but that is of college rank, is a college course, and may therefore be counted in other institutions as a part of a college course and may be used in helping teachers to become certificated in most of the states.

Our attendance continues to grow.

These unusual steps described have been made without weakening the purely commercial side of our work, which from 1874 to now has given it a very wide reputation.



Double O Club (Our Own) Girls

IS THERE ANYTHING STRANGE ABOUT THIS?

(From the Williams Advertising Agency, Des Moines, Iowa)

Two boys went through high school together. One took a position in a garage at \$12.00 a week. The other went to a business school and upon graduation was placed in the office of a manufacturing company at \$18.00 a week.

The mechanic's helper in the garage, after three years of work, now earns \$15.00 a week. The boy in the manufacturing plant, after two years of work, earns \$27.50 a week.

The highest wage paid in the garage is \$37.50 a week. The highest salary paid in the manufacturing plant is \$11,000 a year. Both of these boys have the opportunity to reach the maximum earnings in their positions.

The people in the town look upon the assistant in the factory as an important asset to the community. There seems to be a general feeling that some day he will be a big man. Both boys are honest, industrious, and the difference in their present status and in their potentialities is due solely to their difference in technical training.

Is there anything strange about this? Isn't the one boy earning dividends on his technical education, and isn't the other suffering because of his lack of technical training?

RATES

As Listed Below Were Effective Aug. 30, 1927. All Conflicting Rates Are Hereby Revoked

All tuition is payable on the day of entrance. Due bills are issued for lost time, and tuition transferable to a brother or sister at any time. The value of unused tuition is assignable to anyone one year after the student leaves school. Money refunded to the student's family in case of death while the student is in the residence school.

(Academic Courses Included)

| | |
|---|----------|
| Bookkeeping or Shorthand—1 month..... | \$ 16.00 |
| Bookkeeping or Shorthand—3 months..... | 40.00 |
| Bookkeeping or Shorthand—7 months..... | 75.00 |
| Secretarial Course, including Shorthand and Typewriting, and three sets of Bookkeeping, limited 9 months..... | 140.00 |
| Secretarial Course, unlimited..... | 150.00 |
| Commerce Course, limited 8 months..... | 125.00 |
| Commerce Course, unlimited..... | 140.00 |

COMBINED COURSES

(Academic Courses Included)

| | |
|--|--------|
| Bookkeeping, Shorthand and Typewriting—3 months..... | 65.00 |
| Special Course—Bookkeeping, Shorthand and Typewriting—7 months..... | 125.00 |
| Salesmanship, Bookkeeping and Typewriting—7 months..... | 110.00 |
| Life Endowment Course, including combined Commerce and Secretarial Courses, limited 10 months..... | 160.00 |
| Life Endowment Course, unlimited..... | 175.00 |

COLLEGE COURSES

COMMERCIAL TEACHER TRAINING

| | |
|---|----------|
| ADVANCED ACCOUNTING AND AUDITING | |
| Either Course, 6 Months..... | \$100.00 |
| Either Course, 9 Months..... | 145.00 |
| Either Course second 9 Months..... | 130.50 |
| Either Course, 18 Months..... | 225.00 |
| College Secretarial Course, 6 Months..... | 100.00 |
| College Secretarial Course, 9 Months..... | 145.00 |

TYPEWRITING

| | |
|---------------------------|---------|
| Typewriting—1 Month..... | \$ 5.00 |
| Typewriting—3 Months..... | 13.00 |
| Typewriting—7 Months..... | 25.00 |

ACADEMIC COURSE

You need not defer your Commercial Course to take the preparatory branches—YOU CAN SAVE BOTH TIME AND MONEY BY TAKING THEM WITH YOUR BOOKKEEPING, OR SHORTHAND. We make this statement after many years in preparing hundreds of students for the lucrative positions they are so successfully and satisfactorily holding.

The Academic subjects include Spelling, Grammar, Arithmetic, Rapid Calculation, Penmanship, Business Correspondence, etc.

For the Academic Course alone, tuition is as follows:

| | |
|---------------------|----------|
| Nine Weeks..... | \$ 15.00 |
| Eighteen Weeks..... | 25.00 |
| Nine Months..... | 45.00 |

PENMANSHIP

Class Penmanship is free to all students. Special lessons in Ornamental, or Business Penmanship, or Lettering.

| | |
|-------------------|---------|
| One Week..... | \$ 2.00 |
| One Month..... | 6.00 |
| Ten Weeks..... | 12.00 |
| Twenty Weeks..... | 22.00 |

Unlimited Ornamental Penmanship, three periods daily, taken with another course..... 35.00

Unlimited Business Penmanship, three periods daily, taken with another course..... 35.00

The above rates apply to students taking other courses with special penmanship.

Professional Course, including Ornamental, Business, Lettering, Flourishing and Engraving—6 months..... 75.00

Special Penmanship alone during summer training school..... 25.00

To Recent High School Graduates

Not long ago you may have been going through the constant daily grind of high school, ending in the thrills of commencement day. You may look back to these experiences with joyful memories. What a change! You are now looking forward to an income and a prominent, permanent place among your fellows. Does your future seem secure and comfortable? If so, you are fortunate. If there are doubts about it, do you think it wise or safe to defer making the preparation that will remove uncertainty?

Why stop when you are in the habit of work; stop when you may have no earning power; stop when you have no permanent place either in business or professional life?

Enter the Bowling Green Business University in September and within a few months you will be well advanced in a course that has been the way out for thousands—a course in shorthand, or bookkeeping or accounting or commercial teacher training. The sooner you start, the sooner your income starts and the sooner you begin to draw your future forward.

We are not asking you to prepare for something of doubtful worth. We are asking you to prepare to enter business, the world's greatest interest. Its field is interesting and its rewards, high.

The Bowling Green Business University is one of the larger business schools of the world.

Ask us for facts about courses, advantages, etc., and give us some facts about yourself.

Learn Shorthand and Win!

By Dr. Frank Crane

If I were a young man starting out in the business world, I would learn shorthand.

If I were a young woman starting out in the business world, I would learn shorthand.

If I were a woman seeking insurance against a future rainy day, I would learn shorthand.

If I were a boy or girl and appreciated the value of time, I would learn shorthand.

If I were any of these, I would learn it, because of its personal utility.

Why? There are literally hundreds of sound reasons why. The opportunity for advancement is greater among secretaries than in any similar employment I know of.

Your Chance

Simply making a living is an uninteresting, tiresome thing, but earning a living and a surplus besides and getting new and thrilling experiences that are a part of growth belong to the lot of the one who is prepared to do some one thing well. There is a "kick" in being a good doctor or lawyer or preacher or teacher or scientist or architect or business man or working at anything which furnishes activity and income. But to be nothing—simply to drift is stale and profitless.

If you could spend one week in our office reading letters and telegrams and listening to telephone conversations, you would be convinced that our good students will not drift.

Glance at the list of names of those whom we have placed recently and you will see drifting is unnecessary here. Special preparation is more essential now than when business was booming a few years ago. Then, anybody could get work at high pay because the demand for workers was greater than it had ever been in this country. Now business "picks and chooses and selects" those who are best prepared. And the best prepared are needed as much as they ever were.

The following are a sample of the thousands of such telegrams and letters that come to us:

Mississippi.

Refer young man to me who can develop into executive. Must have high school education and thorough business training.

West Virginia.

Will have vacancy in this office on July 1. If you have on your list first-class stenographers, will appreciate hearing from you.

West Virginia.

Have you young man available for bookkeeping position? Good personality, quick, good habits, honest and willing to work. State salary. Also have a young man apply out of school with above qualifications. Might use both.

West Virginia.

Put me in communication with good, honest, high-type, industrious man stenographer.

West Virginia.

Can use one or two girls as bookkeepers.

Mississippi.

Company desires a bookkeeper for a general merchandise store. Salary \$100 per month.

Kentucky.

Bookkeeper and stenographer for school here. Man of

Kentucky.

Please advise type of male bookkeeper you can furnish.

West Virginia.

In need of private stenographer very soon. Make recommendation.

Tennessee.

We need a stenographer-bookkeeper who understands filing. Have party state salary expected and give experience.

Louisiana.

Please have Nos. 3, 4, and 5 described in your letter apply to us, giving details.

Kentucky.

Recommend list of your former students who are available for employment.

South Dakota.

Send us full information about the two young ladies whom you recommend.

We have

you stating we are interested in graduates of your college. We have found where a graduate possesses a high degree of intelligence and has the benefit of one of your courses we are able to develop him very rapidly.

Missouri.

We are in urgent need of a male bookkeeper-stenographer who is not afraid of hard work. Hundred dollars per month.

Tennessee.

We need services of an A-1 stenographer.

Salary \$100 a year with a month's vacation.

Have you a combination sales-lady and stenographer of good morals and business character?

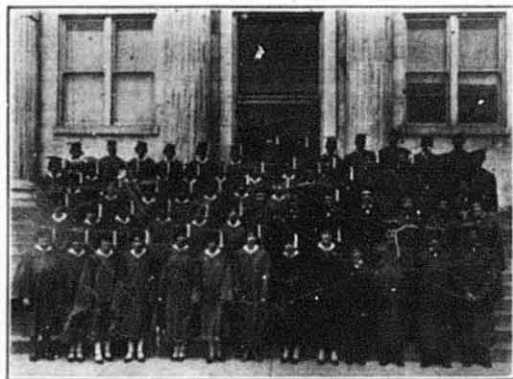
Georgia.

Want a combination stenographer and double-entry bookkeeper.

Arkansas.

We might use one of your men provided he is quiet and non-talkative.

Graduates College of Commerce 1928



A few of the eighty-seven graduates of 1928 were not in this picture. It was necessary for them to go to positions before commencement day. Those in the picture are from sixteen states and Canada.

We issue

1. Commercial Catalog
2. College Catalog
3. Teacher Training Bulletin
4. Accounting Bulletin
5. Summer School Bulletin

ASK FOR EITHER OR ALL. THEY ARE

FREE

**BOWLING GREEN
BUSINESS UNIVERSITY**

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